WHAT IS CLAIMED IS:

1. An insulating sleeve for a beverage container having a sidewall, comprising:

an expansible sleeve comprising first and second opposingly oriented openings and a passageway therebetween, wherein the sleeve defines a plurality of slits therein; and

wherein the beverage container is received within the passageway through the first or the second opening, expanding the plurality of slits into an open position such that the sleeve conforms to the sidewalls of the container.

2. The insulating sleeve of claim 1 wherein the slits are vertically oriented when the sleeve is engaged over the beverage container.

3. The insulating sleeve of claim 1 further comprising a band region proximate the first opening, wherein the band region is substantially non-expansible.

4. The insulating sleeve of claim 4 wherein no slits are formed in the band region.

5. The insulating sleeve of claim 1 wherein the beverage container is inserted and withdrawn from the sleeve at the second opening.

6. The insulating sleeve of claim 1 wherein the beverage container further comprises a neck region between a container region of a first diameter and a container region of a second diameter, and wherein the band region encircles the neck region.

7. The insulating sleeve of claim 1 wherein when the plurality of slits are expanded, a diameter of the first opening is sufficient to insert the beverage container.

8. The insulating sleeve of claim 1 wherein a sleeve length is less than a container height.

9. The insulating sleeve of claim 1 wherein a sleeve length is substantially similar to a container height.

10. The insulating sleeve of claim 1 wherein the sleeve assumes a collapsed state wherein the slits are substantially closed when the beverage container is received within the sleeve.

11. The insulating sleeve of claim 1 further comprising a printed element disposed on a surface thereof.

12. The insulating sleeve of claim 1 wherein the plurality of slits are expandable such that beverage containers of various sizes and shapes can be received within the passageway.